

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1-61. (Cancelled).

62. (Previously Presented) A method for employing a personalized MMS message to create and display an electronic content guide (ECG) in a communication appliance, the method comprising:

receiving the personalized MMS message by the communication appliance; then processing personalized metadata associated with the personalized MMS message by the communication appliance to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message; then

employing at least some of the personalized parameters by the communication appliance to create a personalized structure of the ECG; and

displaying the personalized ECG by the communication appliance.

63. (Cancelled).

64. (Previously Presented) The method according to claim 62 and also comprising enabling a user to view the at least a portion of content comprised in or

associated with the personalized MMS message in response to an indication of agreement by the user to pay for viewing the at least a portion of content.

65. (Previously Presented) The method according to claim 62 and also comprising enabling a user to listen to the at least a portion of content comprised in or associated with the personalized MMS message in response to an indication of agreement by the user to pay for listening to the at least a portion of content.

66. (Previously Presented) The method according to claim 62 and wherein said format of presentation comprises at least one of the following: an icon based format; and a menu based format.

67. (Previously Presented) The method according to claim 62 and wherein said format of presentation comprises a format of presentation adapted for performance of selections from the at least a portion of content comprised in or associated with the personalized MMS message.

68-73. (Cancelled).

74-75. (Cancelled).

76. (Previously Presented) Apparatus for employing a personalized MMS message to create an electronic content guide (ECG), the apparatus comprising:

a receiving element to receive the personalized MMS message;

a processor to:

process personalized metadata associated with the personalized MMS message to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message, and then

to employ at least some of the personalized parameters to create a personalized structure of the ECG; and

an on-screen display unit to display the personalized ECG.

77. (Previously Presented) A cellular telephone comprising the apparatus of claim 76.

78. (Previously Presented) A set-top box (STB) comprising the apparatus of claim 76.

79-83. (Cancelled).

84. (Previously Presented) Apparatus for employing a personalized MMS message to create an electronic content guide (ECG), the apparatus comprising:

means for receiving the personalized MMS message;

means for processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message;

means for employing at least some of the personalized parameters to create a personalized structure of the ECG; and

means for displaying the personalized ECG.